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ABSTRACT

Written by a professional cartoonist, this book is intended to be a guide for students interested in marketing and who have an appreciation of cartoons. Covering major aspects of cartooning, the book includes examples and practical advice from well-known professionals on the following: (1) generating ideas; (2) selecting drawing tools; (3) writing gags; (4) drawing facial expressions; (5) creating effective compositions; (6) developing characters; (7) devising marketing plans; and (8) how computers are changing techniques and the process of some cartooning. Detailed lists of markets and guides for selling cartoons to magazines, newspaper syndicates, book publishers, comic books, television stations, advertising agencies, and greeting card companies are included. (DQE)

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